



Organics Collection Pilot Program

DPW-Sanitation Communications File

February 14, 2018

File No. 170461





Background

- Impact and opportunity of food waste
- Previous DPW actions
- Common Council directive



40% DIVERSION OF SOLID WASTE BY 2020



Project Measures

- Demand for service
- Program operations
- Messaging and education tactics
- Resource recovery potential
- Economics



Project Timeline

Planning Phase

Execution Phase

Assessment Phase

C.C. Resolution
Adopted
9-22-2015

RFP Published
4-22-2016

Final Contract
7-21-2016

Service Began
11-8-2016

Recruitment Began
9-15-2016

Pilot Study Ends
11-3-2017

Planning Phase

- Research
- RFP
- Contracting

Execution Phase

- Recruitment
- Program launch
- Collections

Assessment Phase

- Decision to proceed
- Reporting





Program Overview

- Optional residential program available in dedicated pilot zone
- 3rd cart for food waste and yard debris to be collected for composting
- Service costs paid by residents
\$12.75 per month (after \$1 credit)





Monthly Service Fee

\$13.75	Contractor fee
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\$1.00	Eco Credit
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\$12.75	Participant fee
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Pilot Zone

Northern Zone



- East Side and Riverwest
- Capitol Dr and Edgewood Ave is northern boundary

Southern Zone



- Bay View
- Howard Ave or City limit is southern boundary

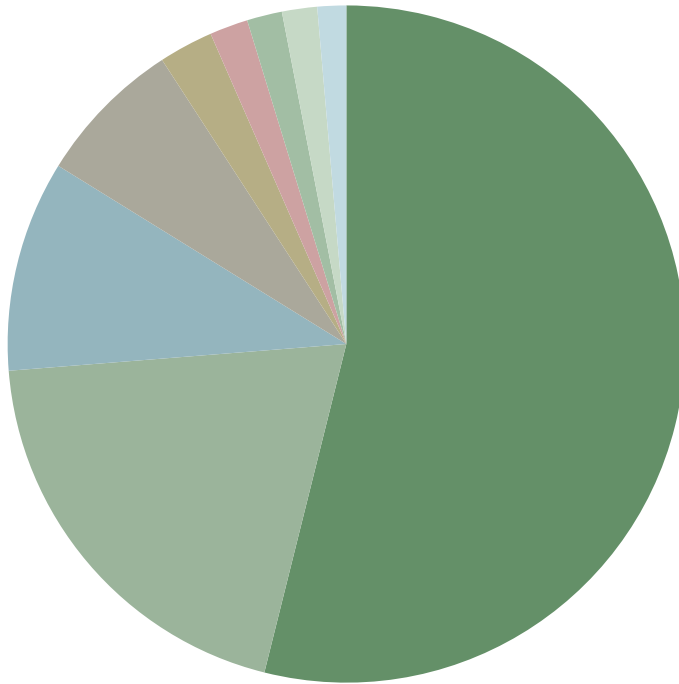


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Recruitment

How individuals learned about the program



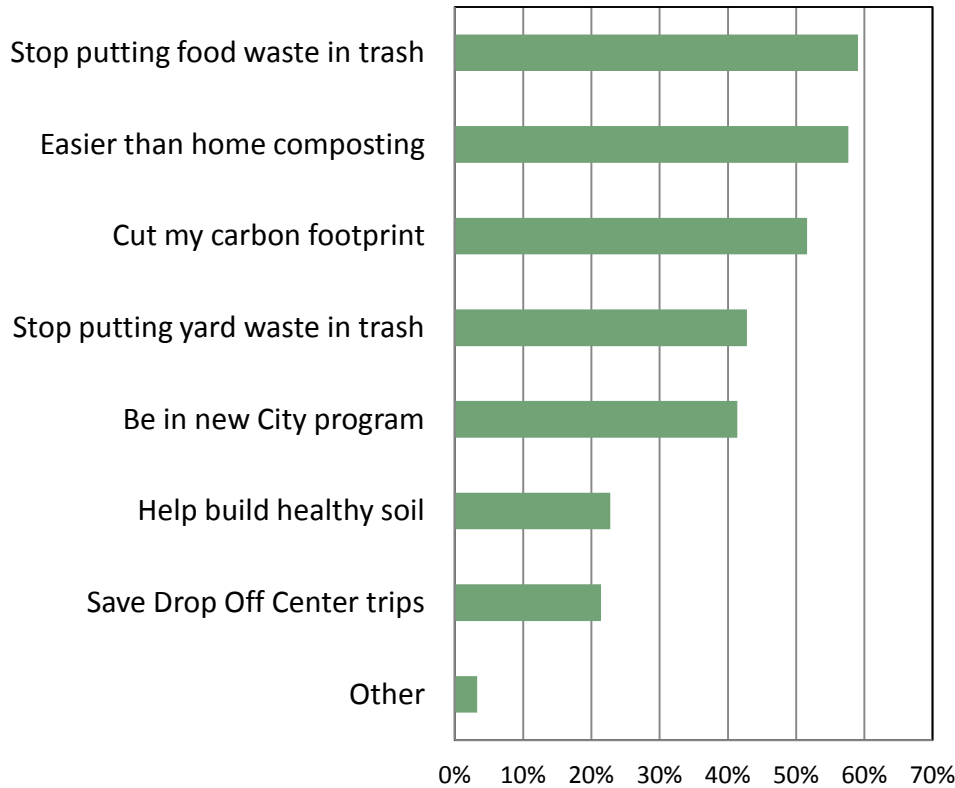
- Postcard Mailing - 353
- Social Media or Website - 130
- Alderperson - 66
- Word of mouth - 46
- Contracted service provider - 17
- Traditional Media - 12
- E-newsletter - 11
- Neighborhood Association - 11
- Poster and Event - 9



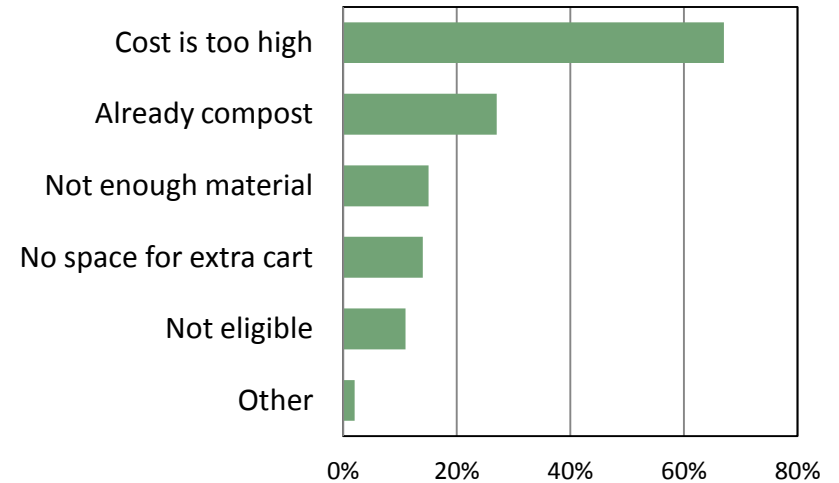


Participation Motivations

Reasons for Participating



Reasons for Not Participating





Program Launch

- Phased Start up
- Cart & starter kit
 - Kitchen caddy
 - Bio bag starter kit
 - Welcome letter
 - Schedule
 - Acceptable material list
 - Coupon book
 - Window cling



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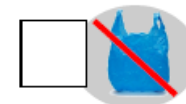
Collections



- Service Requests – 12
- Unaccepted Set Outs (Contamination) – 2
- Educational Oops Tags for contamination – 23



We appreciate the effort you take to make composting happen. Please correct the marked items below for future collections.



Only certified compostable plastic or paper bags.



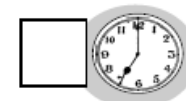
No unaccepted materials. (See reverse side for acceptable list.)



Bag food waste. (Loose yard waste is OK.)



Snow not shoveled or cart frozen to the ground



Carts must be at the collection point by 7 AM



We recommend rinsing your cart with soap and water.

On ___/___/___ your organics cart

was emptied today for composting.

was referred for garbage collection.

Questions? Visit MilwaukeeRecycles.com or call (414) 286-3500.





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RESULTS & CONCLUSIONS

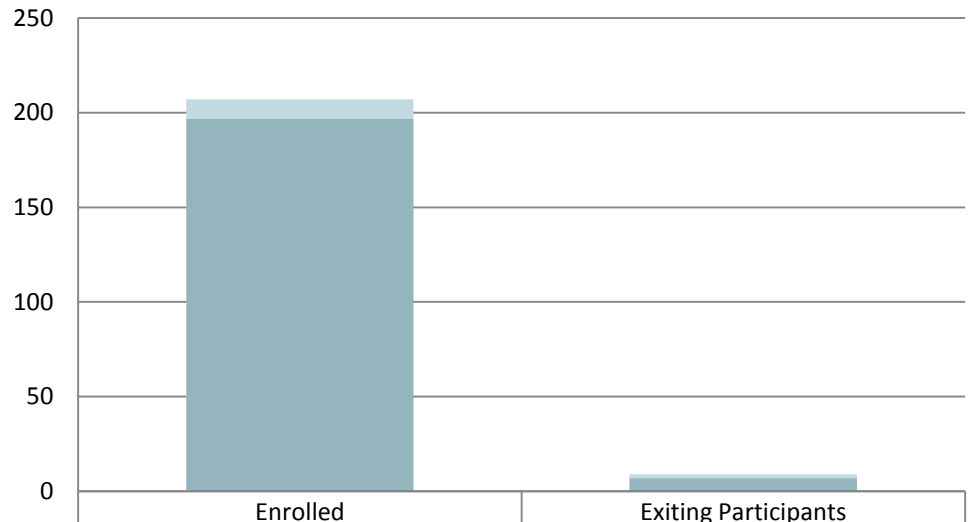




Demand for Service

- Subscription Rate – Full with low turnover
- Set Out Rate – Average 75%
- Satisfaction Rate – 95%

Was the program a "good value"?

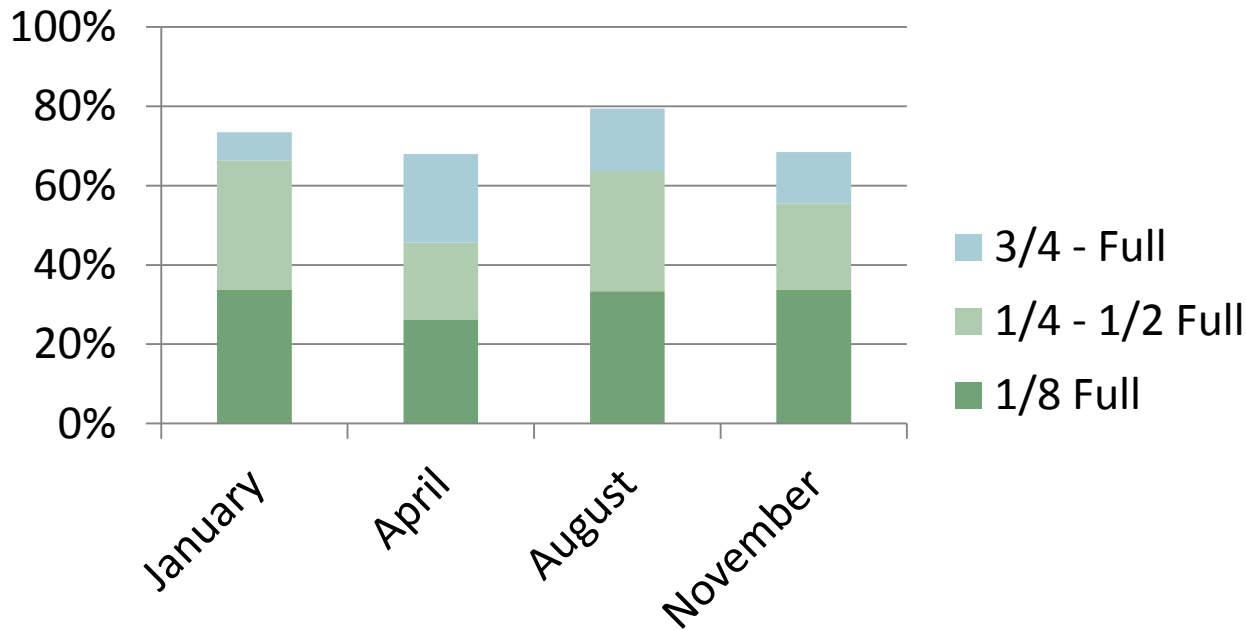


Not a good value	10	2
Good Value	197	7



Program Operations

Cart Fullness by Season

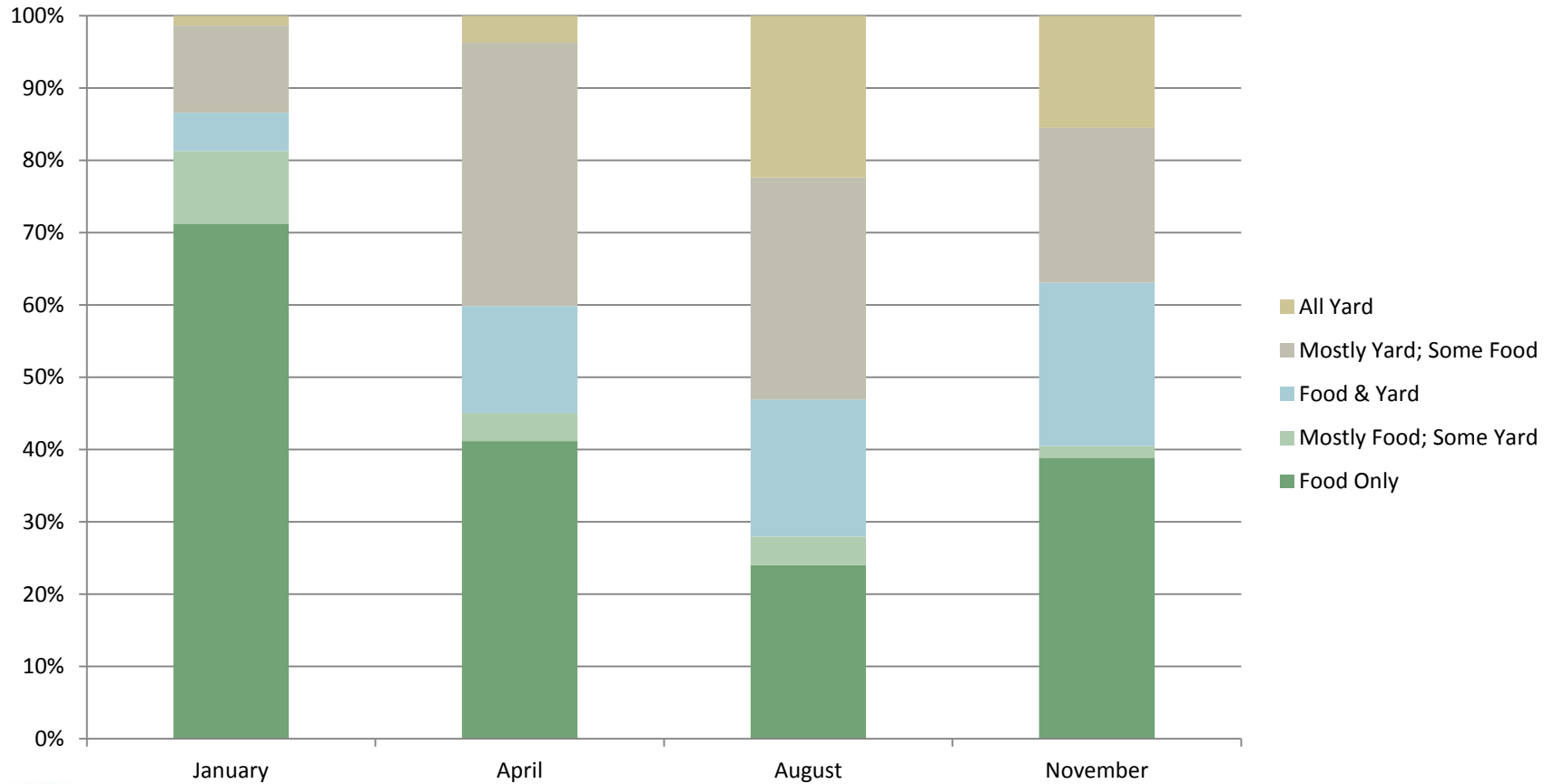


83% of residents felt the cart was the right size the majority of the year.



Program Operations

Food vs. Yard Debris by Volume





Messaging and Education Tactics

- Online communication was key
- 91% would prefer online bill payment option





Resource Recovery Results

Total Subscribers	500
Average Set Out Rate	75%

First full 12 months of service

Total Weight Collected	358,700 Pounds
Pounds Per Household - Cumulative	717 Pounds
Average Pounds Per Pick up	17 Pounds



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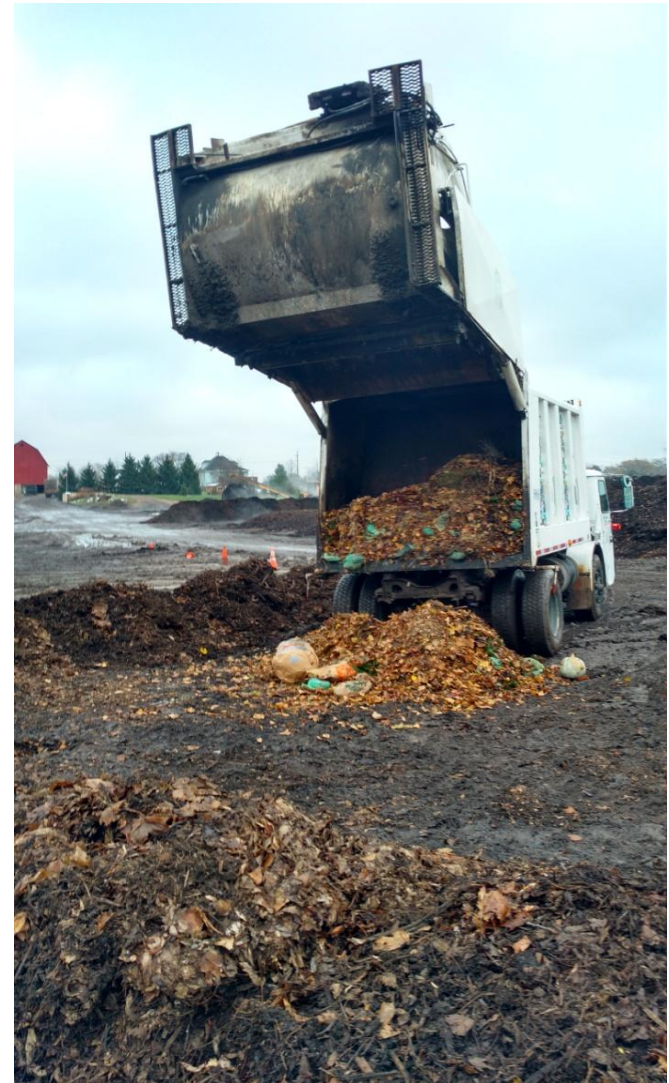
RECOMMENDATIONS & NEXT STEPS





Expand Access

- Engage additional neighborhoods
- Implement Drop Off Program



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Develop Additional Processing Capacity

- Determine the feasibility of transferring material to other regional processors
- Engage other local yard waste only processors to pilot food waste
- Explore small scale, neighborhood composting entities





What's Next?

- Develop incremental growth strategy for maximum efficiency, participation, and recovery
- Recommend implementation plan to Mayor & Common Council including resource needs
- Research potential ordinance revisions to support organics recovery

